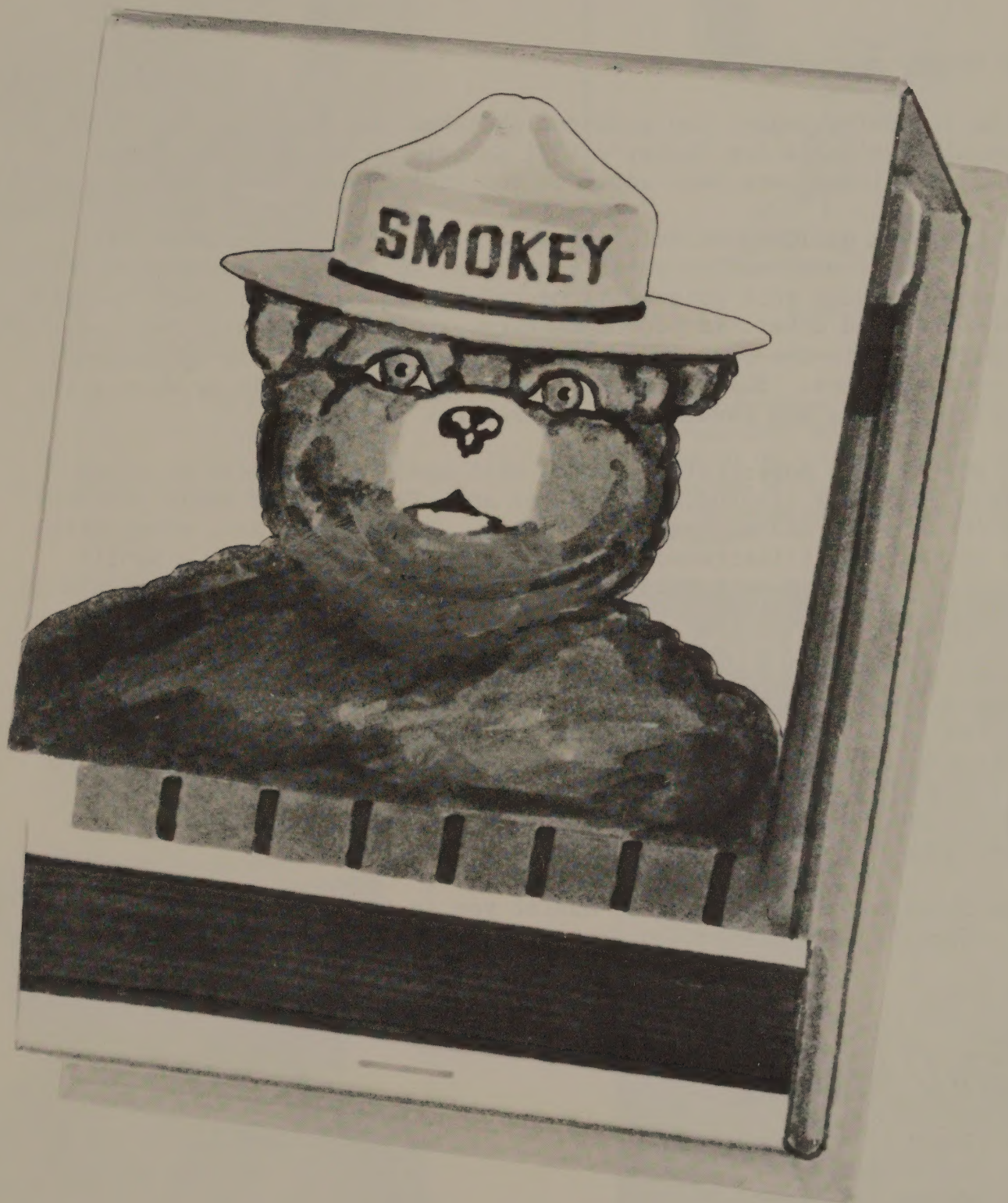


SMOKEY'S 1972 CAMPAIGN



Your State Forester and U. S. Department of Agriculture — Forest Service

SMOKEY BEAR HEADQUARTERS

WASHINGTON, D.C. 20252

June 15, 1971



Dear Smokey Bear Supporter:

On the following pages, you will see sketches and descriptions of the materials available for Smokey's 1972 Campaign. You will note that several new items have been added to the list of old "favorites."

This guide is designed to help you select those materials which will best fit the format and scope of your local or regional prevention program. We hope this guide will be helpful to teachers, youth leaders, businessmen and others in your community, who are willing to help prevent wildfire. As in the past, many items are suitable for use by teachers and youth leaders. Businessmen and civic groups can help by displaying colorful posters and passing out literature.

Next spring, The Advertising Council will again mail forest fire prevention materials (including newspaper ads, TV film or a radio platter) to editors and broadcasters in your area. These materials, along with many other items illustrated in this guide, are produced as a public service by Foote, Cone & Belding, Los Angeles, our volunteer advertising agency.

In addition to the standard campaign materials, a wide variety of items featuring Smokey Bear and his forest fire prevention message are manufactured and sold under USDA license. The royalties received on the sale of these commercial items help support Smokey's campaign. A catalog of items and licensed manufacturers can be obtained by writing to the Director, Smokey Bear Program, Forest Service, U. S. Department of Agriculture, Washington, D. C. 20252.

These materials are produced to assist you in conducting a meaningful and effective fire prevention program. Please use them!

Sincerely,

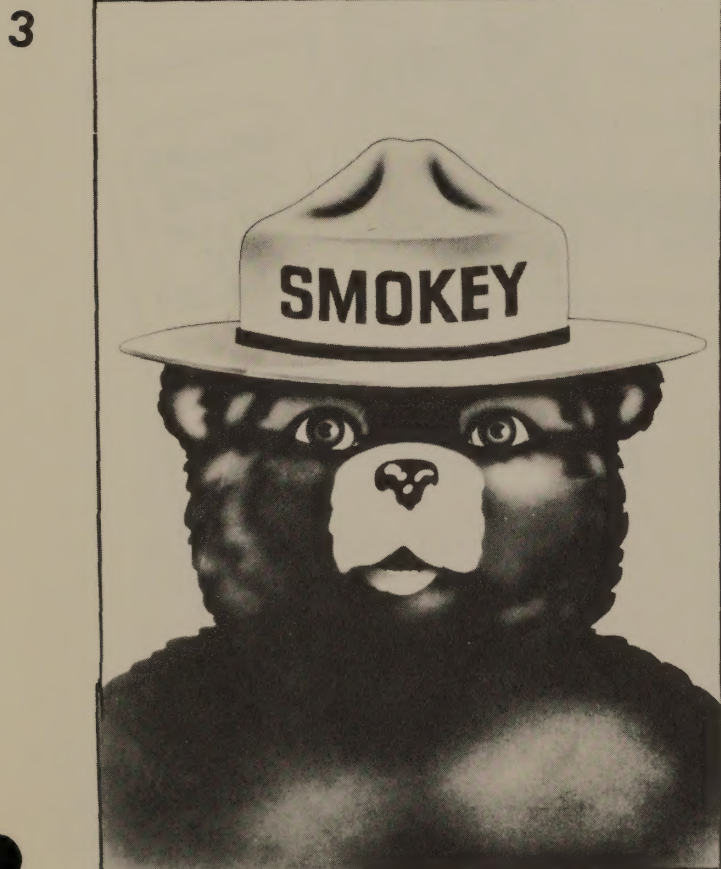
MAL HARDY
Director, Cooperative Forest
Fire Prevention Program



72-CFFP-1 *Basic Poster*—13" x 18-1/2" new match book theme presents Smokey's message in a simple, yet effective manner. Order 1a for paper; 1b for weatherproofed cardboard.



72-CFFP-2 *School Poster*—13" x 18-1/2" and 7" x 10" (Paper Only). Snoopy reinforces Smokey's message to the youngsters in this delightful reproduction of a Schultz original. Order 2a for paper; 2b for weatherproofed cardboard; 2c for small paper.



72-CFFP-3 *Standard Smokey Poster*—13" x 18-1/2" Reprint of last year's popular design. Order 3a for paper; 3b for weatherproofed cardboard.



72-CFFP-4 *Debris Burning Poster*—13" x 18-1/2", a new poster designed to focus attention on a major cause of wildfire. Order 4a for paper; 4b for weatherproofed cardboard.

PREVENT RANGE FIRES



72-CFFP-5 *Range Fire Poster*—21-1/2" x 17"
Reprint of this beautiful reproduction of a Charles Russell masterpiece. A special item mostly for out Western States. Order 5a for paper; 5b for weatherproofed cardboard.



72-CFFP-6 *Sticker*—(Reprint) 3-1/2", die cut, four color process with pressure sensitive adhesive back. Easily removed and attached. Very popular last year.



72-CFFP-7 *Stamps*—Block of four, gummed and perforated. All new designs. Youngsters find a million uses for these colorful items.



72-CFFP-8 *Bookmark*—New attractive design. Snoopy relates Smokey's A.B.C.'s. Delightful item for young and old. Great for libraries.

9

a & b *Coloring Sheets*—two new versions for 1972. 9a(No. 31) is a color sheet cut-out model of a new Smokey Fire Danger Rating Sign now appearing along many forest highways. 9b (No. 32) "Trees need Help" gives child a chance to draw Smokey's head for coloring.

10 *Pocket Planner*—(datebook) for 1972. Smaller size (3-1/2" x 5-1/2") to conveniently fit most pockets. Two color, plastic coated cover features new contemporary design, with a fire prevention message on each individual page.

11 *Litterbag*—poly plastic design (9" x 12"). A durable item, popular with those who travel, hunt, fish, picnic and camp. Printed on one side only. Carries the message. "Keep America Green and Clean."

12 *Smokey Bear Shoulder Patch*—Two designs to a & b choose from. 12a, arrowhead shape (3" x 4-1/4") green and brown on washable cotton twill background. 12b, (3-7/8" x 4-1/8") 3 color on washable cotton twill background. A high quality item readily adaptable to a variety of uses.

13 *Smokey Bear Emblem*—Circular in shape (2-1/16" diameter), featuring Smokey's head and a fire prevention message. Can be easily attached to jacket, shirt, etc. Washable.

14 *Bookcovers*—plastic coat (20" x 12"). Attractive, durable and educational. Available in a & b two designs. 14a. A reprint of the "conservation" model, attractively designed to tell the conservation story. 14b. A new design of the "Teens" versions, featuring a contemporary paper sculpture of Smokey and his forest friends (similar to 1971 school poster). Four color process.

15 *Ruler*—(12" - wooden). A new design featuring Smokey's message on a practical and inexpensive wooden ruler. Ideal for school children of all ages.

16 *Teachers Kit*—basic, with folder, teaching unit, playlet, and song book. Add other items as desired. An effective way to bring Smokey's message into classroom.

17 *"True Story"*—comic book. The popularity of this item never seems to diminish. Excellent for use in grade schools or as a handout to special groups.

18 *"Smokey Bear's Story of the Forest"*—16 page booklet. Tells the conservation story in simple yet effective language. Popular as a work book for grades 1-4.

19 *"Smokey's Record"*—An interesting and educational accounting of Smokey Bear's campaign dating back to his debut in 1945. This historical recording of Smokey's Program appeals to all age groups.

20 *"You and Forest Fires"*—A revised and updated version of the popular adult-level pamphlet describing how forest fires affect people. Added emphasis is placed on forest fires and environmental quality.

21 *Smokey Bear Song Sheet*—Reprint. The popular Smokey Bear Song appears on the front of each sheet with the conservation pledge (21a) and the neckerchief project (21b) on the reverse. An excellent item for use in the classroom or as a handout for special groups.

22 *Junior Forest Ranger Handbook*—An effective work book for use in the classroom, in scouting activities, or other special programs relating to conservation, contains a series of "question and answer" type exercises relating to forest fire prevention.

23 *Coaster/Ashtray*—aluminum in four colors, embossed Smokey Bear head and message. Great for use at meetings or special events.

24 *Wallet Card*—(3-3/4" x 2-1/2", reprint). An effective handout item to use by fire wardens and others in field contact work. Children love them.

25 *Roadside Sign*—Scotchlite, eight-color on aluminum, 5' x 7'5", with Smokey's message, "Remember—Only You Can Prevent Forest Fires." An effective display along roadsides, at field headquarters, etc.

26 *Roadside Sign*—(44" x 16" aluminum) a & b Scotchlite, red letters, Prevent Forest Fires (26a) or Prevent Range Fires (26b). Particularly useful at night.

27 *Roadside Sign*—(18" x 24") three color head of Smokey with message, "Prevent Forest Fires."

28 *Lapel Tab*—colorful foldover metal tab, safe for the preschool youngsters. Everyone's wearing buttons.

29 *Fire Rules Folder*—folds to 5-1/4" x 8-1/2", a - c with pockets. Designed for a specific user group. Order 29a for Mr. Camper; 29b for Mr. Fisherman; 29c for Mr. Hunter.

30 *Name Tag*—3-1/2" x 2-3/8", pressure-sensitive adhesive back. Comes in strips.

31 *Day-glo Bumper Strips*—(17" x 2"). Bright a & b red on black, with adhesive back. Shows Smokey's head with choice of two messages, (31a) "Prevent Forest Fires," or (31b) "Prevent Range Fires."

Scotchlite Bumper Strip—(17" x 2"). Deep c & d red on silver, adhesive back, light reflective. Two messages, (31c) "Prevent Forest Fires" and (31d) "Use Your Ashtray."

32 *Placemat*—Paper, "Thanks, Folks, for being Careful," (Not illustrated).

33 *Pocket Protector*—A brand new item 3-3/8" x 5-3/8", heavy gauge plastic. Smokey Bear message on flap. Protects pockets from pencil marks or ink blots. A great item for business men, students, store clerks, etc.

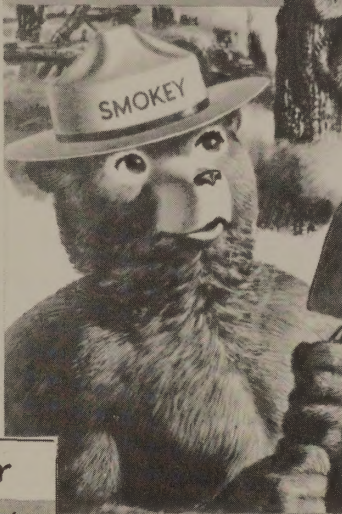
THE JUNIOR FOREST RANGER PROGRAM

Since 1953, nearly six million boys and girls have signed up to help Smokey Bear prevent forest fires. Youngsters in Alaska, Arkansas, Colorado, Kentucky, Maine, Iowa, Nevada, New Hampshire, Pennsylvania, South Dakota, and Utah may join by writing to their State Forester. Others should write to Smokey Bear Headquarters, Washington, D.C. 20252. Include full name and home address, including Zip Code. Each applicant receives a kit of official forest fire prevention materials.



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THE TRUE STORY OF SMOKEY BEAR



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SMOKEY BEAR



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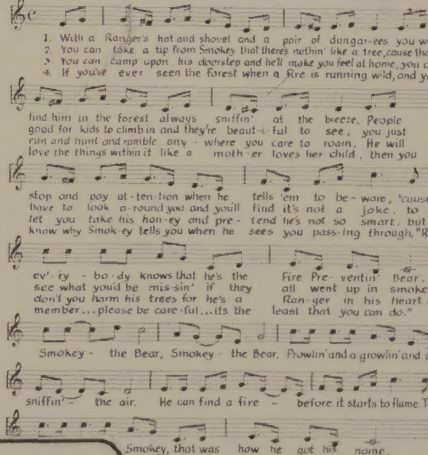


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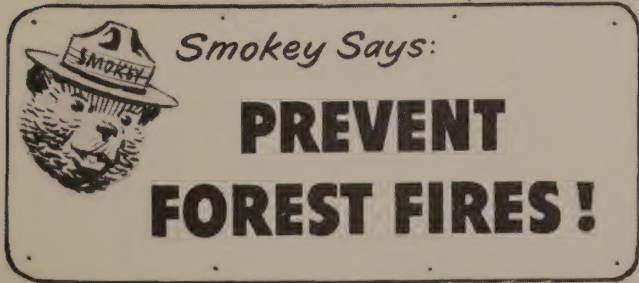
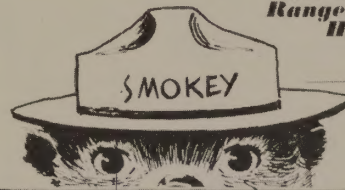
SMOKEY THE BEAR

By STEVE NELSON and JACK KOLLE



U.S. Department of Agriculture - Forest Service and Your State Forestry Department

Junior Forest Ranger Handbook



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I'M HELPING SMOKEY



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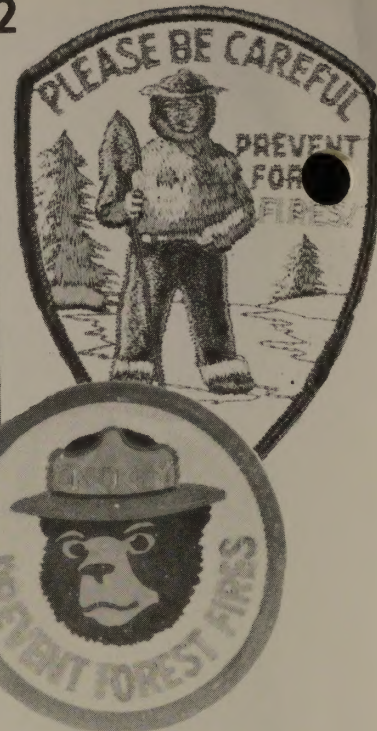
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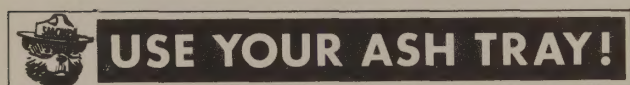
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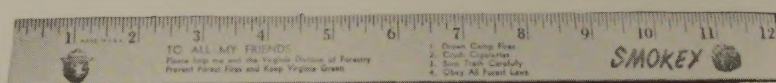
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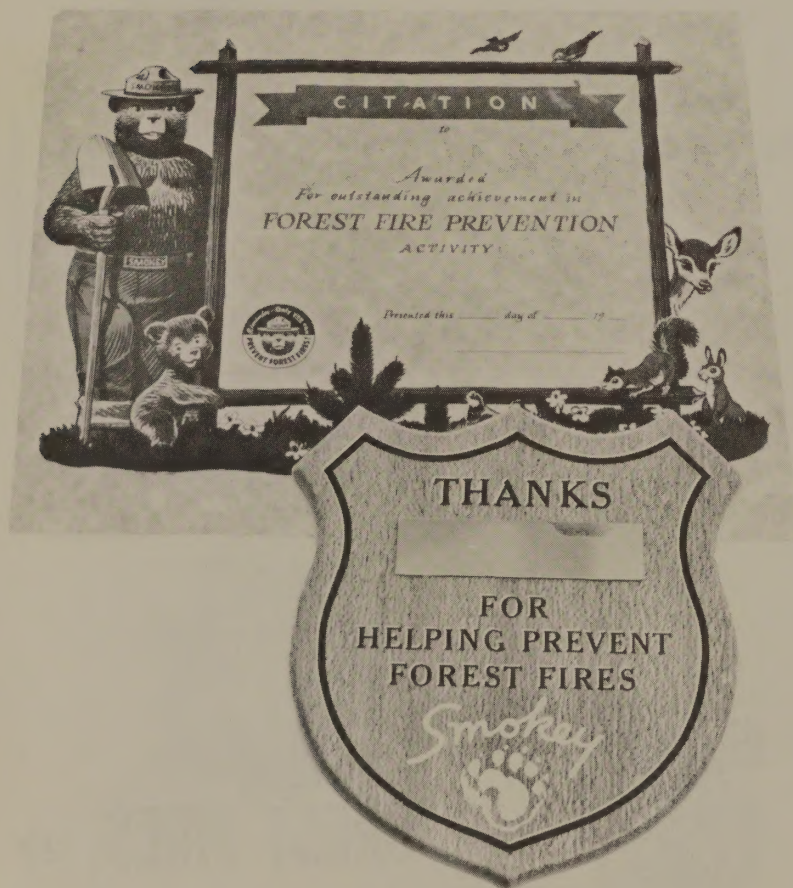


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Awards

Public recognition of outstanding service is an important part of a comprehensive forest fire prevention program. Why not provide such recognition to organizations, agencies and individuals who have made significant contributions to this program in your local area? The two CFFP awards illustrated below provide State and Federal agencies with an inexpensive, yet effective opportunity to accomplish this job. (For additional information on Smokey Bear Awards, see Forest Service Manual 1620.)



72-CFFP-34 – *Smokey Bear Citation*, 12" x 10" vellum certificate with 4-color artwork and black, white and brown letters. Given to organizations, agencies, and persons for outstanding service to forest fire prevention of less than State-wide scope and effect over past two years. Selection by State Forester, Regional Forester, Area Director or their designated representatives.

72-CFFP-35 – *Smokey Appreciation Award*, 6" x 6", natural wooden shield, with shaded green border and text. Smokey's signature and paw print at bottom. Includes adhesive-backed brass plate for awardee's name. Given to organizations, agencies and persons for significant services to forest fire prevention within a local area over past year. Selection by State Forester, Regional Forester, Area Director or their designated representatives.